



**KTVI**  
**2250 Ball Drive**  
**St. Louis, MO 63146**  
**(314)213-2222**

# CONTRACT

<u>Contract / Revision</u> 580825 /		<u>Alt Order #</u> 09835666
<u>Product</u> NRCC IE 2012		
<u>Contract Dates</u> 10/05/12 - 10/11/12		<u>Estimate #</u> 3312
<u>Advertiser</u> National Republican Congressional Committee		<u>Original Date / Revision</u> 10/03/12 / 10/03/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KTVI	<u>Account Executive</u> Jared Salles	<u>Sales Office</u> Washington DC
<u>Special Handling</u> Do Not Mail		
<u>Demographic</u> Adults 35+		
		<u>Total Ratings</u> 49.70
<u>IDB#</u> 8380	<u>Advertiser Code</u> 155	<u>Product Code</u> 426
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**National Media Research Planning & Placement**  
**815 Slaters Lane**  
**Alexandria, VA 22314**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
N 1	2	10/05/12	10/05/12	M-F 6a-7a	6A-630A		:30				NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--				1	\$1,800.00	4.90			
N 2	2	10/09/12	10/09/12	M-F 6a-7a	6A-630A		:30				NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	-T-----				1	\$1,800.00	4.90			
N 3	2	10/11/12	10/11/12	M-F 6a-7a	6A-630A		:30				NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	---T---				1	\$1,800.00	4.90			
N 4	2	10/08/12	10/08/12	Fox 2 News at 7 am	7A-730A		:30				NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----				1	\$1,400.00	4.80			
N 5	2	10/10/12	10/10/12	Fox 2 Morning News	7A-730A		:30				NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	--W----				1	\$1,400.00	4.80			
N 6	2	10/07/12	10/07/12	Fox 2 News Sunday Morning	8A-830A		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S				1	\$600.00	2.80			
N 7	2	10/07/12	10/07/12	Su 5p-530p	5p-530p		:30				NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S				1	\$1,200.00	5.00			
N 8	2	10/06/12	10/06/12	College Football Late	6P-930P		:30				NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-				1	\$1,200.00	3.50			
N 9	2	10/05/12	10/05/12	M-F 9p-10p	9P-930P		:30				NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--				1	\$2,000.00	5.20			
N 10	2	10/09/12	10/09/12	M-F 9p-10p	9P-930P		:30				NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	-T-----				1	\$2,000.00	5.20			
N 11	2	10/06/12	10/06/12	Fox 2 News Edge Saturday	10-1035p		:30				NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-				1	\$1,200.00	3.70			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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580825 /	09835666

Contract Dates	Product	Estimate #
10/05/12 - 10/11/12	NRCC IE 2012	3312

Advertiser	Original Date / Revision
National Republican Cong	10/03/12 / 10/03/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Totals			
												Spots	Amount		
		Start Date	End Date	Weekdays				Spots/Week	Rate	Rating					
												Totals	49.70	11	\$16,400.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/11/12	11	\$16,400.00	\$13,940.00
Totals	11	\$16,400.00	\$13,940.00

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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